

<b>Document:</b>	Welcome Speech for Datuk Muhamad Umar Swift Chief Executive Officer, Bursa Malaysia
<b>Event:</b>	Launch of Bursa Anywhere
<b>Date:</b>	11 June 2019 (Tuesday)
<b>Time:</b>	10:45 am - 12:30 pm
<b>Venue:</b>	Conference Room, Bursa Malaysia

**Dato' Ahmad Azman Abdul Manaf,**  
Chairman, Association of Stockbroking  
Companies of Malaysia

**Mr Lok Eng Hong**  
Chairman, MIBA Stockbroking Committee

Datuk-datuk, Datin-datin

Distinguished Guests

Members of the Media

Ladies & Gentlemen

Selamat Hari Raya and Good Morning to  
all.

1. I am delighted to be here with you to celebrate another milestone in Bursa Malaysia's digital innovation journey – the **launch of Bursa Anywhere**, a **first-of-its-kind** mobile CDS e-Services platform in ASEAN.
2. Over the years, Bursa Malaysia has strived to be at the forefront, bringing technologies into play to further connect and help drive impact in our marketplace.
3. The power of data and new technologies continuously unlocks new opportunities.
4. Opportunities for **efficiency** – how we simplify, connect and provide accessibility.
5. Opportunities for **innovation** – how we develop, test and market new solutions, driven by technological advancements.
6. Harnessing the power of new technologies provides us with the

**agility** to respond strategically to new patterns and trends.

7. Our goals are simple. We aim to **deliver a remarkable experience** for investors and businesses, providing the needed access to information, movements, new trends that can open up new possibilities for them.
8. We continue to enhance our digital touchpoints, such as Bursa Marketplace and Bursa Sustain, which are already well received in the industry.
9. And we will continue to do more, by giving investors the kind of services that only technology and digital platforms can deliver.

Ladies and Gentlemen,

10. As Malaysia forges ahead with her national digital transformation journey and the world moves towards a mobile-

first mindset, we too are moving forward fast to provide new mobile experiences to the nearly 2 million Central Depository Services, or CDS, account holders.

11. For retail investors in the stock market, the CDS Account is where it all begins.
12. Bursa Anywhere is essentially our front-line initiative that aims to deliver an **'in-your-hands experience'** to retail investors.
13. It will allow investors to have a seamless and efficient experience, that is **accessible, convenient and personalised.**
14. It will become the one place for retail investors to go to and manage all things Bursa Malaysia.
15. Bursa Anywhere provides **a consolidated view of investors' CDS accounts**, showing the marked-to-

market value of their portfolios.

16. It enables **self-service for investors** to update their specific CDS information.
17. It provides **alerts** on corporate announcements on their portfolios, and **instant access to any of their CDS e-statements** from a 12-month archive.
18. If that's not enough, the next release of Bursa Anywhere will usher in a new era of empowerment and control for CDS account holders.
19. Investors can look forward to a broader suite of services which will include:
  - a. the **opening of new CDS accounts**;
  - b. **subscribing to IPOs and rights issues**;
  - c. **transfer of securities** between own CDS accounts; and
  - d. **register for eDividends** to receive cash dividends and other payments straight into your bank accounts.

Ladies and Gentlemen,

20. As mobile devices play an increasingly important role in everyday life, Bursa Anywhere is our latest cutting edge proposition that will **fulfil investors needs on the go**, anytime, anywhere, 24 hours a day, seven days a week.
21. Bursa Anywhere will be the **app** investors go to every day.
22. With the app, I am sure you will now find it extremely convenient to look at your portfolio whenever and wherever you are.
23. There is more to come, and together with our broker partners, we continue to look forward to providing more innovative digital platforms that will collectively help to grow the wealth of our nation.
24. Thank you.